

6 maintaining an award history database that contains the award transaction  
7 information;

8 receiving a request from a selected consumer to redeem at least a portion of the  
9 awards earned by the selected consumer; and

10 determining an authentication level required from the selected consumer to  
11 redeem the at least a portion of the awards, wherein the authentication level is determined from  
12 the award transaction information maintained in the award history database.

1 4. (NEW) The method of claim 3, wherein the step of receiving  
2 comprises a step of receiving the award transaction information describing the awards earned  
3 by the consumers for participation in the promotion programs, wherein the award transaction  
4 information includes indications of authentication provided by the consumers.

1 5. (NEW) The method of claim 4, wherein the step of receiving  
2 comprises steps of:  
3 providing at least one promotion program to the consumers, wherein at least one  
4 consumer participates in the at least one promotion program;  
5 authenticating the at least one consumer to determine at least one indication of  
6 authentication from the at least one consumer; and  
7 including the at least one indication of authentication in the award transaction  
8 information.

1 6. (NEW) The method of claim 3, wherein the step of maintaining  
2 includes a step of maintaining an award history database that contains the award transaction  
3 information, wherein the award history database includes indications of authentication  
4 associated with the awards earned by the consumers for participation in the promotion  
5 programs.

1 7. (NEW) The method of claim 6, wherein the step of determining  
2 includes a step of determining an authentication level required from the selected consumer to

3 redeem the at least a portion of the awards, wherein the authentication level is determined from  
4 the indications of authentication maintained in the award history database.

1 8. (NEW) The method of claim 7, wherein the step of determining  
2 includes a step of determining the authentication level required from the selected consumer to  
3 redeem the at least a portion of the awards, wherein if the transaction history database indicates  
4 that the selected consumer has not provided a high level of authentication then the  
5 authentication level required from the selected consumer will be determined to be the high  
6 level of authentication.

1 9. (NEW) The method of claim 7, wherein the step of determining  
2 includes a step of determining the authentication level required from the selected consumer to  
3 redeem the at least a portion of the awards, wherein if the transaction history database indicates  
4 that the selected consumer has provided a high level of authentication then the authentication  
5 level required from the selected consumer will be determined to be a low level of  
6 authentication.

1 10. (NEW) A redemption system for use with a network promotion  
2 system, wherein the network promotion system provides awards to consumers for participation  
3 in promotion programs, the redemption system comprising:

4 a memory for storing award transaction information that describes the awards  
5 earned by the consumers for participation in the promotion programs; and

6 a processor coupled to the memory and operable to perform steps of:

7 receiving a request from a selected consumer to redeem at least a portion of  
8 the awards earned by the selected consumer that are included in the transaction history  
9 database; and

10 determining an authentication level required from the selected consumer to  
11 redeem the at least a portion of the awards, wherein the authentication level is determined from  
12 the award transaction information associated with the selected consumer that is maintained in  
13 the award history database.

1 11. (NEW) The redemption system of claim 10, further comprising a  
2 receiver coupled to the memory to receive the award transaction information and to store the  
3 award transaction information in the award history database.

1 12. (NEW) The redemption system of claim 11, wherein the award  
2 transaction information includes indications of authentication associated with the awards  
3 earned by the consumers for participation in the promotion programs.

1 13. (NEW) A redemption system for use with a network promotion  
2 system, wherein the network promotion system provides awards to consumers for participation  
3 in promotion programs, the redemption system comprising:

4 means for storing award information in a transaction history database, wherein  
5 the award information pertains to the awards earned by the consumers for participation in the  
6 promotion programs;

7 means for receiving a redemption request from a selected consumer, wherein  
8 the selected consumer requests to redeem at least a portion of the awards earned from  
9 participation in the promotion programs;

10 means for determining from the award information in the transaction history  
11 database, an authentication level required from the selected consumer to redeem the at least a  
12 portion of the awards.

1 14. (NEW) The redemption system of claim 13, wherein the means for  
2 determining is a means for determining the authentication level required from the selected  
3 consumer to redeem the at least a portion of the awards, wherein if the transaction history  
4 database indicates that the selected consumer has not provided a high level of authentication  
5 then the authentication level required from the selected consumer will be determined to be the  
6 high level of authentication.

1 15. (NEW) The redemption system of claim 13, wherein the means for  
2 determining is a means for determining the authentication level required from the selected  
3 consumer to redeem the at least a portion of the awards, wherein if the transaction history

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